



What You Need to Know to Sell to Brazilians

When: Thursday, January 08, 2004 – 7:30 a.m. – 9:30 a.m.

Where: Kennedy Covington Law Offices
Hearst Tower, 47th Floor
214 North Tryon Street, Charlotte

Cost: Free – includes continental breakfast

Facts to Consider when Determining whether to Sell to Brazil

- ◆ Population – 172,860,370
- ◆ Leading exports – Construction products, Safety & Security equipment, Energy generation equipment and Metalworking machinery
- ◆ United States – Brazil's number one trading partner
- ◆ Rio Grande do Sul port - the second largest port in Brazil and handles eleven million tons a year
- ◆ Rio Grande do Sul port – lower costs and shorter turnaround times than other Brazilian ports
- ◆ Rio Grande do Sul - an efficient jumping off point to all of the Mercosul countries.

Come learn why companies like Bechtel Group, Coca-Cola, Dell Computers, Philip Morris and Navistar, as well as your small business neighbors, are selling to and have invested in Brazil.

Presenters: Roberto Muhlbach, Commercial Specialist from the U.S. Department of Commerce's U.S. Commercial Service in Porto Alegre, Rio Grande do Sul, Brazil will provide an overview of the opportunities and roadblocks to exporting to Brazil.

Kenn Vest, President of Microban do Brasil will discuss his experiences in developing an export business to Brazil

Tracey Mitchell, Attorney from Kennedy Covington Lobdell & Hickman will talk about the legal aspects of doing business in Brazil.

If your company would like to further explore the Brazilian market, please complete and fax the attached form to Juanita Harthun at 704-332-2681.

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*If more than one person from your company is registering, please photocopy registration form.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

To reserve your seat, please fax copy of completed registration form to:
Juanita Harthun (fax) 704-332-2681/ (phone) 704-333-4886

Co-Sponsored by Kennedy Covington Lobdell & Hickman, Attorneys at
Law
and the U.S. Commercial Service's Carolinas U.S. Export Assistance
Center